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Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

Heard at CES:

The latest news in products, people and programs

Your ticket to special section

SHOW IN PRINT

Winning Ad Campaigns:

Appliance dealers pick their favorites

February 1987
Vol. 29, No. 2

Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

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New products, promotions and people were the talk of the town in Las Vegas. Everything from gold compact discs to contemporary packaging turned the heads of the 105,000 attendees, the largest crowd in CES history

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Sharp offers more facts about fax, while computer makers bow new IBM-compatibles

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As the kitchen becomes a focal point in the home, Eurostyled and sleek design grow in importance

PEOPLE ON THE MOVE

Higashiomori *Homlish*

Hiro Higashiomori, former executive VP of Sansui Electronics Corp. (USA), is named president and COO. **Tom Yoda**, previous president, will assume responsibility for worldwide strategic business planning.

Martin Homlish named VP, Autosound and High Fidelity Products, Sony Consumer Audio div. and **John Bermingham** becomes senior VP, sales and marketing, Sony Magnetic Products Co. **James Frische** promoted to executive VP, Sony Digital Audio Disc Corp. and **Jim Bobowski** becomes manager of Sony Telecommunications Products.

Casio Inc. names **William Delaney** general manager, Audio Video Div. Delaney formerly held the position of VP, sales and marketing of Samsung Electronics Corp.

Harvey Schneider, formerly Marantz senior VP of sales and marketing, joins H.H. Scott as executive VP. He is succeeded at Marantz by **Sam Rosenzweig**. H.H. Scott promotes **Terry Stein** to senior VP, sales and marketing.

Bermingham *Delaney*

GE/RCA Consumer Electronics Business appoints three general managers to its new marketing division: **Joseph Clayton**, GM-merchandising and market development; **David Daly**, GM-product management; **William Smith**, GM-personal entertainment and ventures management.

Sparkomatic Corp. promotes **James Pedranti** to senior VP.

William Reilly promoted to VP and general manager, Konica Professional and Consumer Products Div., Konica USA.

Savoy Leather Manufacturing Corp. appoints **Larry Rallo** national sales and marketing manager.

JVC promotes **Thomas Caronia** to assistant national sales and marketing manager of Car Audio Div.

Nancy Kadner joins Key Video as director of marketing.

Reilly *Kadner*

Goldstar names **Linda Ellis** assistant product manager.

Hal Roach Studios names **Barbara Nason** midwest field merchandiser.

Mark Scope appointed Samsung East Coast zone manager.

Louis Arpino named VP, general manager, Magnavox Videowriter, NAP Consumer Electronics Group. Arpino will continue as president of Philips Home Interactive Systems.

Zenith Data Systems appoints **Robert Poznanovich** central regional director.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
November 1986 vs. November 1985
(In Units)

	November 1986	November 1985	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,806,145	1,675,515	+ 7.8	16,323,082	15,317,699	+ 6.6
Monochrome	396,783	419,286	– 5.4	3,529,739	3,291,065	+ 7.3
TOTAL TV*	**2,202,928**	**2,094,801**	**+ 5.2**	**19,852,821**	**18,608,764**	**+ 6.7**
Projection TV	35,219	32,697	+ 7.7	277,726	229,256	+21.1
Home VCR	1,287,618	1,409,236	– 8.6	11,535,412	10,320,715	+11.8
Camcorders**	146,729	106,610	+37.6	987,490	369,822	+167.0

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television **Included in Home VCR

Source: Electronics Industries Association Consumer Electronics Group.

Magic Chef Acceptance Corp. appoints **Robert Downing** president.

Raymond Kuhn is appointed group VP of Whirlpool Acceptance Corp.'s new corporate marketing department. Promoted to the new position of staff VP, marketing is **Daniel Spear**. **Charles Jespersen** becomes executive VP, strategic planning and product development for Inglis Ltd. (a majority-owned subsidiary of Whirlpool). **Glenn Holubar** named VP, sales to Sears; **Richard Robinson** promoted to VP, marketing services and **Dennis Swanson** becomes division VP, physical distribution.

Downing

Kuhn

Michael Crahan promoted to manager of the Maytag Co.'s Denver branch and **Janis Cooper** named assistant director, corporate public affairs.

Caloric names **John Barranco** southeast regional sales manager for its Caloric brand products.

Spear

Crahan

Gerald Industries names **Tom O'Neal** VP, marketing.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
November, 1986

	November 1986	November 1985	Percent Change	Calendar Year to Date 1986	1985	Percent Change
ALL MAJOR APPLIANCES	**3,424.6**	**3,459.4**	**– 1.0**	**41,460.0**	**38,812.5**	**+ 6.8**
COOKING — TOTAL	**1,391.7**	**1,527.5**	**– 8.9**	**14,120.1**	**12,710.4**	**+11.1**
Electric Ranges — Total	277.8	269.5	+ 3.1	3,031.9	2,886.3	+ 5.0
Free Standing	226.7	220.1	+ 3.0	2,490.1	2,354.5	+ 5.8
Built-In	51.2	49.4	+ 3.6	541.8	531.9	+ 1.9
Microwave Ovens/Ranges	1,128.9	1,276.2	–11.5	11,256.2	10,011.8	+12.4
HOME LAUNDRY — TOTAL	**759.7**	**745.4**	**+ 1.9**	**9,168.0**	**8,489.9**	**+ 8.0**
Automatic Washers	410.1	404.9	+ 1.3	5,279.9	4,889.4	+ 8.0
Dryers — Total	349.6	340.4	+ 2.7	3,888.2	3,600.4	+ 8.0
Electric	268.0	264.7	+ 1.2	3,032.0	2,834.9	+ 7.0
Gas	81.6	76.7	+ 7.8	856.2	765.6	+11.8
KITCHEN CLEAN UP — TOTAL	**691.5**	**645.6**	**+ 7.1**	**7,686.9**	**7,244.6**	**+ 6.1**
Disposers	347.0	334.4	+ 3.8	3,931.2	3,802.0	+ 3.4
Dishwashers — Total	330.3	297.8	+10.9	3,580.7	3,281.6	+ 9.1
Built-In	303.1	273.9	+10.7	3,351.6	3,060.1	+ 9.5
Portable	27.2	23.8	+14.3	229.1	221.5	+ 3.4
Compactors	14.2	13.4	+ 6.0	175.1	161.0	+ 8.8
FOOD PRESERVATION — TOTAL	**520.8**	**500.1**	**+ 4.1**	**7,225.9**	**6,844.1**	**+ 5.6**
Refrigerators	448.6	434.3	+ 3.3	6,076.1	5,683.0	+ 6.9
Freezers — Total	72.2	65.8	+ 9.7	1,149.8	1,161.1	– 1.0
Chest	38.7	34.9	+10.9	619.5	595.3	+ 4.1
Upright	33.5	30.8	+ 8.8	530.4	565.9	– 6.3
HOME COMFORT — TOTAL	**60.8**	**40.9**	**+48.7**	**3,258.9**	**3,523.6**	**– 7.5**
Room Air Conditioners	56.5	39.3	+43.8	2,723.3	2,945.2	– 7.5
Dehumidifiers	4.3	1.6	+168.8	535.7	578.4	– 7.4
GAS RANGES	**172.6**	**163.4**	**+ 5.6**	**1,778.7**	**1,670.8**	**+ 6.5**

Source: AHAM